

**Indiana Wine Grape Council**  
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**Final Report**

**Sponsor Grant No.:**  
USDA-119

**Purdue Acct. No.:**  
653-1160-3567

**Project Title:**

Further Enhance the Development of Indiana Wine and Grape Industry Through Promotional Efforts led by The Indiana Wine Grape Council

**Goal of the Project:**

The goal of this project is to further enhance the development of the Indiana wine and grape industry through promotional efforts led by the Indiana Wine Grape Council. This goal will be accomplished through two distinct objectives:

1. Enhanced development of the Vintage Indiana Wine & Food Festival
2. Effective re-design, implementation and distribution of the Indiana Wineries Brochure and website ([www.indianawines.org](http://www.indianawines.org))

**Goals Completed:**

**Goal 1:**

The 2003 Vintage Indiana Festival was a grand success in a tough economic environment.

- ❑ More than 6,000 people attended the event that highlights Indiana food and wine – an increase of 20% over the 2002 crowd.
- ❑ Partners for this year's event included: Marsh Supermarkets, The Marriott Downtown, WTTS Radio, Fox 59 TV, KitchenAid, The Indiana Turkey Market Development Council, The Indianapolis Originals, Event Services Inc., JAD Productions, and The Indiana Wine Grape Council.
- ❑ Promotional pieces included a program, poster, large postcard for direct mailing and tickets.
- ❑ The entire web site ([www.vintageindiana.com](http://www.vintageindiana.com)) was updated and released to the public on April 1, 2003. The site includes a database-backed system that allows for updates at any time through the use of a username and password. Additionally, the pages are more user friendly and guide guests through the attributes of the Vintage Indiana festival.
- ❑ Radio advertising took place on several main stations throughout the Indianapolis area. TV advertising was limited as market research from the 2002 event showed that a direct mailing would be more effective. As a result, a large postcard was mailed to nearly 25,000 households throughout the region.

**Goal 2:**

The Indiana Wineries Brochure was released in the spring of 2003 to the public. The new design has received many compliments and the brochures are flying off the shelves. As of January 2004, we have distributed more than 70,000 brochures. We are planning our next printing of this successful promotional item.

The Indiana wine web site was released to the public on August 28, 2003. The address is [www.indianawines.org](http://www.indianawines.org) and is a complete redesign of the site. The format is user friendly and contains a large number of photographs and visual attractiveness for the viewer. The design of the new site was based on the brochure design concept. All of the Indiana wineries have received their own name and password to update their winery information on the site. Additionally, the database-backed site allows for instant updates from the marketing office. The month the web site was launched, user sessions increased 69%. User sessions increased 22% the first 6 months after the launch when compared to the 6 months prior to the launch.

The photography portion of the grant was completed in the fall of 2004. The photographer traveled to the Indiana wineries over the spring, summer and fall. Some of the photographs have already been requested for use in new Indiana Tourism brochures. The wineries have purchased copies of their photos to use in promotional materials. The Indiana Wine Grape Council uses the photos on a regular basis for media relations and promotional pieces.